



## Press release

15 March 2017

### Sales development in February and first quarter 2017

#### February 2017

The H&M group's sales including VAT increased by 3 percent in local currencies adjusted for negative calendar effects in the month of February 2017 compared to the same month last year. The negative calendar effect amounted to approximately 4 percentage points since February 2017 had one day less than February 2016, which was a leap year.

#### First quarter 2017

In the first quarter of 2017, i.e. during the period 1 December 2016 to 28 February 2017, the H&M group's sales including VAT amounted to SEK 54,369 m (50,624), an increase of 7 percent. Sales excluding VAT amounted to SEK 46,985 m (43,691), an increase of 8 percent. In local currencies, sales including VAT increased by 4 percent.

Sales development\* per month in percent in local currencies:

	Financial year			
	2013/2014	2014/2015	2015/2016	2016/2017
December	10	15	10	6
January	15	14	7	8
February	11	15	10	-1
March	13	10	2	
April	17	10	5	
May	19	10	9	
June	12	14	8	
July	17	16	10	
August	19	1	7	
September	8	11	1	
October	14	12	10	
November	10	4	9	
Full year	14	11	7	

\*not adjusted for calendar effects

The total number of stores in the group amounted to 4,393 on 28 February 2017 compared to 3,970 on 29 February 2016.

The Three-Month Report, covering the period 1 December 2016 – 28 February 2017, will be published at 08.00 (CET) on 30 March 2017. Percentage sales development for the month of March will be published in a press release at 08.00 (CET) on 18 April 2017.

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The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the EU Market Abuse Regulation (596/2014 /EU). The information was submitted for publication by the abovementioned person at 08.00 CET on 15 March 2017. This press release, along with additional information about H&M, is available at [www.hm.com](http://www.hm.com).

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands & Other Stories, Cheap Monday, COS, Monki and Weekday as well as H&M Home. The H&M group has approximately 4,400 stores in 64 markets including franchise markets. In 2016, sales including VAT were SEK 223 billion. The number of employees amounts to more than 161,000. For further information, visit [hm.com](http://hm.com).